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THE BEACH NEWS

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ADVERTISING PAYS Always Boosting Mission Beach, Ocean Beach, Pacific Beach and Point Loma *SUBSCRIBE NOW!*

VOL. 2—NO. 42 KIRK SMITH, Editor-Owner Ocean Beach, California, Friday, September 5, 1924 4829 Saratoga Ave. FIVE CENTS THE COPY

SPECIAL NOTICE

Members A. F. & A. M. living in Ocean Beach please send name and address to P. O. Box 1078, Ocean Beach.

Civic Duty Calls

MONTHLY MEETING

CHAMBER OF COMMERCE

NEXT MONDAY NIGHT

In accordance with previous arrangement and owing to the fact that the first Monday in September was Labor Day, the regular meeting of the Ocean Beach Chamber of Commerce will be next Monday night, September 8 at the usual meeting place in the Congregational church on De Foe street at Santa Monica avenue. Secretary Kennedy has sent special notices to the membership requesting a full attendance for the consideration of important civic affairs. Every member is also urged to bring in a new member and take an active part in the proceedings of his community organization.

DON'T MISS THIS ONE

BIG CLEARANCE SALE

AT NEWPORT SHOPPE

BEGINS TOMORROW

Listing new fall and winter merchandise at phenomenally low prices, Mr. and Mrs. E. W. Grenawalt announce in an attractive and interesting way on another page their great price-wrecking September clearance sale at the Newport Shoppe of men's, women's and children's goods, as well as a varied and most desirable stock of household necessities.

Beginning at sunrise tomorrow, Saturday, September 6, wonderful bargain prices for cash will prevail at the Newport Shoppe, 5005 Newport avenue, Ocean Beach, and the public is cordially invited to inspect the immense stock at clearance sale prices that astonishes everyone. Even folks over in the big town will marvel at the great reductions offered on new fall and winter merchandise for members of the entire family.

It is especially noteworthy that this is not an advertising scheme, but an honest-to-goodness clearance sale, compelling complete confidence in the satisfaction guaranteed at prices you could hardly believe possible. Don't miss reading the list carefully. Every item is a money-saver and a visit to the Newport Shoppe during the great clearance sale will repay you in manifold as to fine quality and low prices.

SHERWIN-WILLIAMS PAINTS—San Diego prices—O. B. Feed, Fuel and Express, 1926 Bacon St. Phone Pt. Loma 20-W.

WATER DEVELOPMENT

PLANS TO BE SUBMITTED

BY CITY MANAGER

It is announced that San Diego's water problems were believed to be nearer a solution than ever before last Wednesday when the city council passed a resolution instructing City Manager Fred A. Rhodes, as city hydraulic engineer, to submit to the council recommendations for water development which may meet with the approval of the council, citizens' committees and all concerned.

Kodak Films, FROIDE'S. opp. P.O.

GAS COMPANY MANAGER

WELCOMED TO CITY

William F. Raber, new general manager of the San Diego Consolidated Gas & Electric company, was welcomed to the city at a reception given by the Employes' association of the gas company at the Civic auditorium Tuesday night.

Don't forget the Saturday specials at the Ocean Beach Bakery, also that Thursday is BAKED BEAN DAY—1877 Bacon st., phone Pt. Loma 72-W

Nation's Farmers Turn to Coolidge, Real Son of Soil, For Sympathetic Understanding of Their Problems



No history of the farming folk of Vermont would be complete without reference to the Coolidge family.

Not only was the President's boyhood spent on the farm at Plymouth, his birthplace, but since and before that time his father has been a tiller of the soil—a practical dirt farmer.

The early environment of Calvin Coolidge has asserted itself annually ever since his rise to high places in the public service. Each year he has visited the old home, donned the smock and cowhide boots of the calling and gone about doing the hundred and one chores that fall to the lot of the farmer. There is no job on a farm with which he is not thoroughly familiar or which he hesitates about carrying out. As one biographer has aptly said: "He always adorned a hayrake with as much facility as a reviewing stand."

The upper photograph would appear to bear out this statement.

There have been few dirt farmer Presidents, so that in recent years the photographs of Calvin Coolidge showing him in the smock and boots handed down to him by a worthy grandsire who served in the Vermont Legislature, have aroused more or less comment. The more sordid have been quick to suspect and have looked upon this raiment as a costume affected for its effect on the voters.

"These suspicious ones do not know Cal," this same biographer says, "for his essence is simplicity and sincerity. He is as much himself at work in a smock frock and boots as the sometimes effete children of Beacon Street are when they loll in dinner jackets, or decollete and lapis lazuli."

In his boy hood young Coolidge was not, in the vernacular, a "mixer." He was overly shy and diffident, but when he did form an attachment for a man, woman or child it was an affection as lasting as the years. He has never forgotten the devoted aunt who nursed him as a baby. Each time he visits Plymouth, no matter what the press of official business, he finds ample time to sit with her and chat of his boyhood.

The lower photograph shows him preparing for a session on the business seat of a mowing machine, an art with which he is just as familiar as he is with his official duties.

"LOMA LORE"

By WINIFRED DAVIDSON

Point Loma, California

Book rights reserved.

(Continued from last week)

XVIII

CONCERNING THE

"MORMON WELL"

Point Loma is connected intimately with the stay in and about San Diego of the famous Mormon battalion whose march during 1846-47 from Santa Fe to the Pacific coast has been compared with Xenophon's Retreat of the Ten Thousand in 401 B.C. On the eastern slope of Point Loma, a few hundred feet back from the new lighthouse is an open shaft around which lingers the atmosphere of legend and ancient speculation. Old-timers speak of it as the "Mormon Well," though everyone who knows its history even vaguely is aware that it was never used nor intended for use as a source of water supply. but that it represents a search for hard coal here.

In correspondence with Andrew Jenson, historian of the Church of Jesus Christ of Latter Day Saints, this gentleman writes under date of July 28, 1924:

"In regard to the digging of a coal pit on Point Loma, we have nothing on record concerning the matter, but a company made up from the discharged battalion in California did reenlist July 20, 1847, for six months, with Captain Daniel C. Davis, formerly captain of Company E, to command them. The object of their enlistment was to garrison the port of San Diego, and they were known as the 'Mormon Volunteers.' This company had very little military duty to perform, hence, by virtue of agreement with the military commander, made before enlistment, most of the men when off duty, turned their attention to common and mechanical labor. It is therefore more than likely that they would search for coal and dig a pit."

As the importance of the march of the Mormon Battalion has never before been adequately emphasized in its connection with local history, it is thought fitting to accentuate the matter here.

"The march of the Greek infantry," says B. H. Roberts in his story of the Mormon Battalion, "though attended with almost incredible hardships from cold, hunger, and the assaults of enemies, was not equal to the march of the Mormon Battalion for the reason that it covered but fifteen hundred miles, as against the two thousand miles covered by the Battalion. While the Greek infantry in their retreat numbered more men than the Battalion, and fought many battles, their march was, for the most part, through settled lands and along well defined roads, while the greater part of the Battalion's march was through desert lands; and four hundred and seventy-four miles of it through trackless deserts where nothing but savages and wild beasts were found.

"And since the Battalion's march has not been equaled by any march of infantry in the World's great war, nor in ancient times, it is not likely now, owing to the new methods for the transportation of troops that have been developed, that the Mormon Battalion's march across more than half of the North American continent will ever be equaled. It will stand as the world's record for a march of infantry."

It was the 12th of August, 1846, when the Battalion was ordered to start on its western march. "On the 29th of January (1847) historian Roberts continues, "the Battalion passed into the Soledad valley, thence by cross roads over high hills, miry from recent rains, into a firm regular road to the Mission of San Diego, encompment being made on the flat about a mile below the old mission buildings (Old Town) and about four or five miles from the seaport (La Playa) of San Diego. In the evening Col. Cooke rode down to San Diego (La Playa) and reported the arrival of his command on the Pacific. The march of the Mormon Battalion was completed.

(Continued next week)

APPOINTMENTS OF

SCHOOL TEACHERS FOR

THE BEACH DISTRICTS

The following appointments of school teachers in the beach and bay districts of San Diego have been announced for the school term beginning next week:

Ocean Beach School

Principal, Kate Spani. 8B and 8A, Mrs. Mary Hobbs; 7B and 7A, Alice R. Georgia; 6B and 6A, Iola Van Kirk; 5B and 5A, Jean Hopson; 4A and 5B, Susan W. Lewis; 3A and 4B, Mrs. Annie Mulville; 3B and 3A, Florence Sylvester; 2A and 2B, Mildred Harrah; 1A and 2B, Agnes Elg; 1B, Jessie Belle Blanton; kindergarten, Mrs. Helen M. Sallee.

Loma Portal School

Principal, 5th, 6th, 7th and 8th, Mrs. Maude C. McKim; 1st, 2nd, 3rd, 4th, Elizabeth Callaway. kindergarten, Dorothy Smith.

Pacific Beach

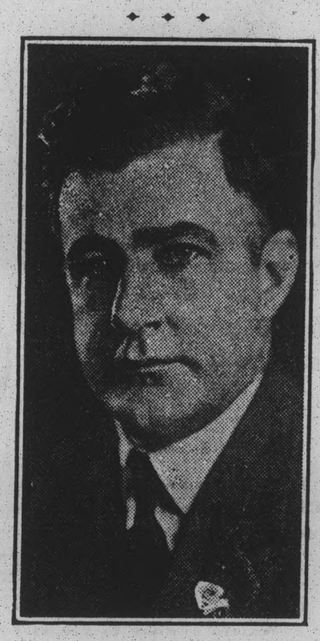
Principal, 7th and 8th, W. V. Hubert; 5th and 6th, Ruth Cooper; 3rd and 4th, Marion Townley; 2nd, Cora Evelyn Ayers; 1st, Lucy McGirr.

Point Loma School

Principal, 7th and 8th, Charles Price; 5th and 6th, Mrs. Mabel H. Webber; 2nd, 3rd and 4th, Mrs. Lou Conover; 1st and 2nd, Kate Skeede; kindergarten, Mary E. Calhoun.

It will do your EYES good to see CASTIEN, Rooms 16-17, Sefton Bldg., Fifth and C. Phone 644-27.

Judge Jennings Very Grateful



September 3, 1924.

Mr. Kirk Smith,
Editor "The Beach News,"
Ocean Beach, Calif.

My dear Kirk:

I would like to express to you personally my warm appreciation of the valuable support which your publication gave me during my recent campaign for Superior Court Judge.

I would also like, if I may, to say through your columns to the voters of San Diego how deeply I appreciate the trust they have reposed in me through their ballots. I can promise only that I will strive with all my energy and capabilities to the end that the high office to which I have been elected shall be truly an instrument for justice and a public trust to be administered wholly for the public good.

Sincerely,
LACY D. JENNINGS.

Mission Beach

HOME BUILDING AND

BATH HOUSE CONSTRUCTION

VIE IN RAPIDITY

The rush of building operations at Mission Beach continues to increase, and most of the builders are constructing homes intended for year-around residence.

Among the new homes just completed and occupied at the beach is that of the Rev. D. D. Campbell, on Newport court. The home of Dr. George B. Worthington on Salem court is nearly finished and a feature is a great cobblestone fireplace.

Other homes just finished or nearing completion include those of Mrs. Mabel S. Bettinson and of F. G. Greenfield on Ormond court, Bernice Scofield on Verona court, J. L. Forester on Toulon court, T. Chambers on Windimere court, Mrs. W. A. Tyler on Verona court, J. O. Flemons on Yarmouth court, P. I. Osborn on Venice court, Mrs. Emma Field on York court, Mrs. Snedecker, a duplex on Windimere court, Isabella Dryden on Yarmouth court, A. S. Davis on Windimere court, J. J. Wals on Vanatie court, J. B. Dishman on Verona court, ad a modern two-story store and apartment building just completed in the business section at San Jose place by J. A. Pappert.

Construction work on the $45,000 bathhouse being erected in the new amusement center by the Mission Beach company likewise is maintaining the speed heretofore set by the contractors, the Wurster Construction company.

SPECIAL BOND ELECTION

NEXT WEDNESDAY

Sample ballots and general instructions have been sent to voters concerning the special bond election to be held next Wednesday, Sept. 10. Included in the four propositions to be voted upon are bonds for water, pier and harbor improvements.

Kodak Finishing FROIDE'S op. P.O.

THE COMING WEST POINT OF THE WEST

S. D. A. & N. Academy

GREAT INSTITUTION

FOR YOUNG MEN AND BOYS

OPENS THIS MONTH

Situated in a most commanding position on the coast highway in the heart of Pacific Beach, overlooking the far ocean reaches and within the shadow of Mount Soledad, is a great institution which is rendering distinctive service to the young men and boys of the state and nation—the San Diego Army and Navy Academy.

Very aptly and happily termed "the coming West Point of the West," under the immediate direction of Col. Thos. A. Davis, as president, the Academy was the first private school on the Pacific coast to secure the accrediting at West Point, under General Order, No. 19, April 7, 1915, War Department, Washington. It has continuously enjoyed the highest scholastic rating—Division A rating—which the University of California gives accredited schools, and it is fully accredited by the U. S. Board of Education. Its thorough military training and discipline have won the praise of officers in every branch of government service, and its consistent emphasis of the best in Christian character training is decidedly appealing to thoughtful and discriminating parents and to fine red-blooded American boys.

Newly Added Features

To meet the need of the greatly increased enrollment during the year the War Department issued 150 more rifles and equipments, and two new and attractive features have been added to the Academy's advantages. One, the establishing of Naval Reserve Unit and the starting on other buildings, and on a splendid campus removed from the Upper School, of a Lower School. Cadets over 18 are eligible for this naval reserve work. The government issues uniforms and equipment, and the cadets have enjoyed week-end and 15-day cruises on the Eagle boats 12 and 34, thus securing the pleasure of sea trips and a supplementary training in seamanship which will be most profitable to them. The Lower School is designed to meet the needs of very young boys in work from the first grade and including the sixth grade. This department has met with instant favor, and a new three-story dormitory, splendidly equipped, has already been added to take care of the coming fall enrollment.

Opening Day, Sept. 18th

Colonel Davis states that at this time last year the Academy had actually enrolled eighty students, while this year over 150 have been already signed up, and it is confidently expected that upwards of 200 will be enrolled by the opening day of the school on Sept. 18. Supplementing the thirty-three cottages now built and ready for occupancy, contracts have been let and construction work begun on six more cottages on the campus near the new three-story dormitory located just north of the main campus.

Fine Lower School

Referring to the establishment last year of the lower school at the request of many parents who had realized the splendid results achieved for the older boys, Colonel Davis announces that he has secured the services of a graduate of the University of Illinois to have general supervision of the young boys from the first through the sixth grades and there will be a selected corps of finely trained women teachers who have specialized in the work with children in those grades. President Davis emphasizes the fact that his plan is to make the Academy as much of a real home as possible, "where a little fellow can receive regular instruction in the atmosphere of sympathy and deep heart interest."

Stationery Supplies, Froide's, op. P.O

The BROWN MOUSE

By HERBERT QUICK

(Copyright by The Bobbs-Merrill Company)

CHAPTER XIX

A School District Held Up.

Colonel Woodruff was on his feet as Jim made his way through the crowd about the door.

"Mr. Irwin is here, ladies and gentlemen," said he, "and I move that we hear from him as to what we can do to meet the offer of our friends in Pottawatomie county; but before I yield the floor, I want to say that this meeting has been worth while just to have been the occasion of our all becoming better acquainted with our friend and neighbor, Mr. Simms. Whatever may have been the lack of understanding, on our part, of his qualities, they were all cleared up by that speech of his—the best I have ever heard in this neighborhood.

More applause, in the midst of which Old Man Simms slunk away down in his seat to escape observation. Then the chairman said that if there was no objection they would hear from their well-known citizen, whose growing fame was more remarkable for the fact that it had been gained as a country schoolmaster—he need not add that he referred to Mr. James E. Irwin. (More and louder applause.)

"Friends and neighbors," said Jim, "you ask me to say to you what I want you to do. I want you to do what you want to do—nothing more or less. Last year I was glad to be tolerated here; and the only change in the situation lies in the fact that I have another place offered me—unless there has been a change in your feelings toward me and my work. I hope there has been; for I know my work is good now, whereas I only believed it then."

"Sure it is!" shouted Con Bonner from a front seat, thus signalizing that astute wirepuller's definite choice



"Tell Us What You Want, Jim."

of a place in the bandwagon. "Tell us what you want, Jim!"

"What do I want?" asked Jim. "More than anything else, I want such meetings as this—often—and a place to hold them. If I stay in the Woodruff District, I want this meeting to effect a permanent organization to work with me. I can't teach this district anything. Nobody can teach any one anything. All any teacher can do is to direct people's activities in teaching themselves. You are gathered here to decide what you'll do about the small matter of keeping me at work as your hired man.

"If I'm to be your hired man, I want a boss in the shape of a civic organization which will take in every man and woman in the district. Here's the place and now's the time to make that organization—an organization the object of which shall be to put the whole district at school, and to boss me in my work for the whole district."

"Dat sounds good," cried Haakon Peterson. "Ve'll do dat!"

"Then I want you to work out a building scheme for the school," Jim went on. "We want a place where girls can learn to cook, keep house, take care of babies, sew, and learn to be wives and mothers. There's somebody right in this neighborhood able to teach anything the young people want to learn.

"And I want a physician here once in a while to examine the children as to their health, and a dentist to look after their teeth and teach them how to care for them. Also an oculist to examine their eyes. And when Bettina Hansen comes home from the hospital a trained nurse, I want her to have a job as visiting nurse right here in the Woodruff District.

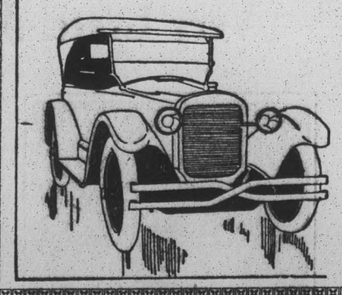
"I want a counting-room for the keeping of the farm accounts and the record of our observation in farming. I want co-operation in letting us have these accounts.

"I want some manual training equipment for wood-working and metal

(Continued next week)

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Classified ads. get quick results

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Katherine's Kollum

By MRS. KIRK SMITH Phone, Point Loma 17.

RETURNS NORTH AFTER HAPPY VISIT

Mrs. Mary Ericsson, mother of Manager Ray Ericsson of the Ocean Theater, has returned to her home in Los Angeles after a very pleasant stay of two weeks in San Diego, visiting her immediate family relatives and friends. She motored north accompanied by her daughter-in-law, Norma Ericsson, who has returned after a brief but happy vacation trip and is again most graciously presiding in the box office at her husband's popular movie house.

◆ ◆ ◆

CHILDREN ENJOY VACATION

The Fletcher children and the children of Mr. and Mrs. Le Roy Kerr of Del Monte avenue, returned home last Friday after a two weeks' trip north, visiting Yosemite Valley, Palo Alto and San Francisco. The children are all well and happy and report having enjoyed a good trip.

◆ ◆ ◆

VISITORS FROM L. A.

Recent guests at the home of Mr. and Mrs. J. S. Padgett of 4649 Voltaire street, were Mr. and Mrs. M. G. Henry and son, Lawrence, of Los Angeles and Mr. and Mrs. O. R. Padgett and little daughter Barbara, of Inglewood, Calif.

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HAPPY CELEBRATION

Mrs. L. A. Harrison was a most welcome visitor the last few days at the home of her son, D. V. Harrison, 1968 De Foe street. Incidentally she celebrated her birthday last Saturday with the assistance of grandchildren and her cousins, Mr. and Mrs. H. A. Lyman of Cape May avenue.

◆ ◆ ◆

TOOK A MOUNTAIN TRIP

A jolly lively crowd motored to the Cuyamacas to spend the holidays. They were Mr. and Mrs. H. T. Sterling, Mr. and Mrs. Walter Lott, Miss Margaret Washington, and M. J. Sterling.

◆ ◆ ◆

Mr. and Mrs. Harry Linder and Mr. and Mrs. Fred McKenzie of Los Angeles, spent the week-end with Mrs. Mueller, who resides with her daughter, Mrs. Hemlar on Long Branch avenue.

◆ ◆ ◆

Birthday Cards, FROIDE'S, opp. P. O.

◆ ◆ ◆

MULTIPLYING SOUNDS FOR RADIO MILLIONS

Signor Marconi, speaking the other day in Rome, promised that before long speech will be heard by radio from a given station all over the world at once, a promise that may well thrill the 3,000,000 American homes already equipped with radio apparatus, and add impetus to the onward rush of an industry that is reported to have grown from sales amounting to a trivial $2,000,000 in 1920, to $120,000,000 in 1923, and by estimate to $350,000,000 in 1924.

SAILOR FINED FOR SPEEDING AT BEACH

G. C. Cray, a sailor, was fined $15 in police court this week and his car taken away for 15 days when testimony showed he was stepping 35 miles an hour along Abbott street. He also was fined $25 for cutting a corner, but $20 of it was suspended.

WOMAN'S RELIEF CORPS TO MEET TOMORROW

Datus E. Coon Woman's Relief Corps will meet tomorrow (Saturday) at Ocean Beach at the home of Mrs. Young, 4125 Udal street. Directions for reaching the place are a sfollows: Take car No. 14 to the Ocean Beach junction; transfer to Voltaire motor coach. get off at Udal street and walk up the hill to the hostess' house.

◆ ◆ ◆

DEFENSE DAY INVITATION TO VISITORS

To any member of other units of the Women's Overseas Service League who may be visiting in Ocean Beach, San Diego, or the surrounding towns, the members of the Women's Overseas Service League of San Diego extend a cordial invitation to meet with them on Defense Day, Friday, September 12th, at 11 a. m. at the entrance of the Memorial building, Balboa Park.

It is desired you appear in regulation uniform, but if you are without your uniform do not let this keep you from reporting with us, for we shall be more than glad to have you meet with us.

(Signed)
JULIA O. B. COGGESHALL,
President San Diego Unit,
Women's Overseas Service League.

◆ ◆ ◆

YOU TELL 'EM, COLONEL!

A Roundabouter in the San Diego Union ejaculates: "Good gosh! it just simply ain't possible! An Ocean Beach restaurant offers "Fried Leg of Barracuda dinner."

◆ ◆ ◆

BIRTHS

To Mr. and Mrs. Albert F. Machado, Fort Rosecrans, Point Loma, son, Aug. 14.

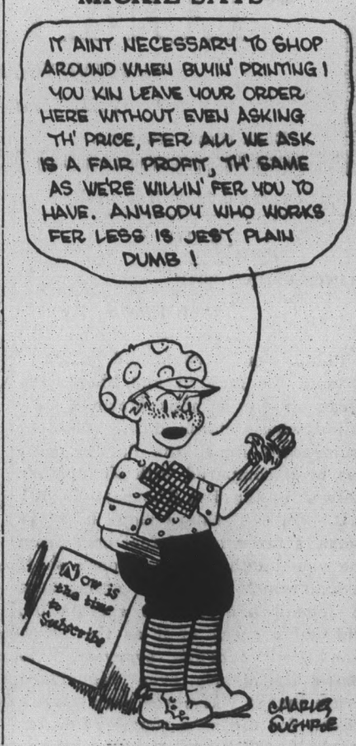
To Mr. and Mrs. Benigno Martinez, Rose Canyon, Pacific Beach, son, Aug. 24.

◆ ◆ ◆

Prof. James Lyons and wife, of Saratoga avenue, moved yesterday to National City, where they have purchased a new home.

◆ ◆ ◆

MICKIE SAYS—



◆ ◆ ◆

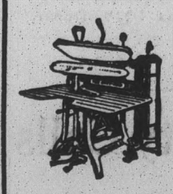
Read "Loma Lore" every week.

LOS ANGELES — Special correspondent, MRS. ELLA SNEL, 415 West 37th street, Los Angeles, Calif.

◆ ◆ ◆

In order to insure prompt and proper publication of news notices of all societies, lodges, associations and other like gatherings, the chairman, secretary or head of such bodies are respectfully requested to send their news items direct to THE BEACH NEWS office on or before Thursday noon of each week.

Residence Phone Point Loma 16 Office Phone Point Loma 72-J
Dr. F. J. Ratty
PHYSICIAN and SURGEON
Res., 4820 Cape May Avenue
Office, 5024 Newport Ave.



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A BIG SPECIAL
At Regular Prices

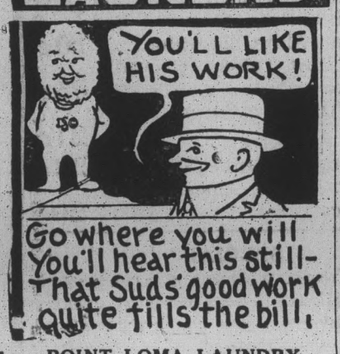
SATURDAY
"THE DAWN OF TOMORROW"
An All-Star Cast
Local Lafs
Admission 15c and 20c

SUNDAY
William Russell
—in—
"TIMES HAVE CHANGED"
Also
"THE TELEPHONE GIRL"
News and Comedy
At Regular Prices

TUESDAY AND WEDNESDAY
SPECIAL
DON'T MISS IT
Admission Children 15c, Adults 30

OCEAN BEACH
Merry-Go-Round
Young and Old, Rich and Poor, all ride at same price, 5c each.
OPEN EVERY DAY
From 2 p. m. to 10 p. m.

SUDS AND DUDS of the POINT LOMA LAUNDRY



POINT LOMA LAUNDRY
Phone, Point Loma 378.
LAUNDRY CALLED FOR AND DELIVERED.
IF IT'S LAUNDRY WORK, WE DO IT!
—Wet Wash, Rough Dry, Semi-Finish and Finish Work—

T. J. ELLIS
Painting Contractor
Carpentering
ESTIMATES FREE
4620 BRIGHTON AVENUE
Box 1061 Ocean Beach, Calif.

Phone Point Loma 258-J
E. K. BURDETTE
PLUMBING
Contracting, Estimating, Jobbing
2005 Bacon St. Ocean Beach.

Phone: Point Loma 20-J
SUNSET GARAGE
TURNER B. KLINE
1916 Bacon Street
Ocean Beach, Calif.

Phone 644-42
Res. 4764 West Pt. Loma Blvd.
C. L. SCHACHTEBECK
Manager
Olds & Stoller Inter-Exchange
Automobile Insurance
We write any form of INSURANCE
1470 India St. San Diego, Calif.

IF YOU HAVE
HOUSES
For Rent
Classified Ads Get Quick Results.
WE CIRCULATE

Don't Watch Mission and Ocean Beaches Grow—Grow With Them!

THE BEACH NEWS

AN INDEPENDENT PAPER

Promoting the Progress of the Beach Sections of San Diego and the Entire Point Loma Peninsula

PUBLISHED EVERY FRIDAY

4829 Saratoga Avenue

Ocean Beach, California

Phone Point Loma 17

KIRK SMITH.....Editor-Owner

KATHERINE SMITH....Sec'y.-Treas.

2 7

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LOCAL READERS—Fifteen cents a line, averaging five words to line.

CLASSIFIED ADS—Ten cents per line, averaging five words to line.

"Entered as second-class matter December 1, 1922, at the Postoffice at Ocean Beach, California, under the Act of March 3, 1879."

FRIDAY, September 5, 1924

A LEGAL NEWSPAPER

News contributors and advertising patrons will please take notice that the forms of The Beach News close at noon every Thursday and will greatly oblige by submitting their favors accordingly. Write on one side of the paper only.



EDITORIAL

WHAT IS HOME?

Assuming 24,000,000 as the approximate number of homes in the United States, a statistician writing in Radio News says that nearly 13,000,000 of them have automobiles, 9,000,000 have phonographs, and 3,000,000 have radio sets. Evidently a home without either of these possessions is hardly to be considered a home at all: it is merely such a place as human beings ate and slept in during the nineteenth century.

IS IT FAIR?

If any securities were to be tax-free, it should be those of productive industry. What the world needs is more and more investors to put their money into producing industry—factories, railroads, public utilities, anything that will make payrolls and support homes. A dollar spent for a local packing plant or mill is worth several times as much as the average dollar spent for civic luxury. It should be encouraged to get into life and justify its own right to live.

We should have highways and the other improvements that make community living worth while, but under present laws income from money invested in city, county, state and federal securities is exempted from taxation, thus actually inviting and encouraging the investor to buy such securities rather than embark in industry which permanently employs labor. The tax-exemption plan is fundamentally wrong; but if it is to be continued it should include securities of industries that need lower taxes and encouragement in order to operate and maintain payrolls.

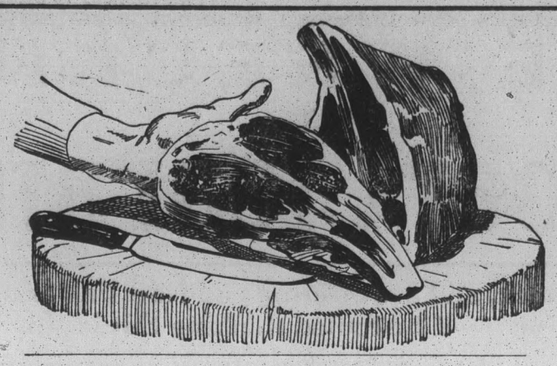
Present tax-exemption is a heavy burden on all business which must pay double taxes in order that favored tax-free securities escape.

Picture Frames, Froide's, opp. P.O.

O. B. Library

MARGARET RANKIN, Librarian

The O. B. Branch Library is displaying a poster which will attract the boys entitled, "Heroes of Sports." The following books are suggested: "Redheaded Outfield," and other baseball stories, Zane Grey; "Spirit of the School," Barbour; "Quarter Back Bates," Barbour; "Baseball," Clarke. "My Thirty Years in Baseball," McGraw; "Rivals for the Team," Barbour; "Spirit of the Leader," Heyhger; "Bartley, Freshman Pitcher," Heyhger; "Left Tackle Thayer," Barbour; "Right Guard Grant," Barbour; "Center Rush Rowland," Barbour.



FABER'S Ocean Beach Grocery
5008 Newport avenue Phone Pt. Loma 48
Faber's Little Cash Grocery
5021 Newport Ave. Pt. Loma 129
Faber's Cash & Carry No. 3
2119 Bacon St. Phone Pt Loma 248
FABER'S Cash & Carry No. 4, Mission Beach
WHY TRADE ELSEWHERE
WE CARRY THE BEST AND SELL THE CHEAPEST
TRADE AT HOME AND SAVE MONEY

Needed In Every Home
At Every Season

A GAS WATER HEATER

* * *

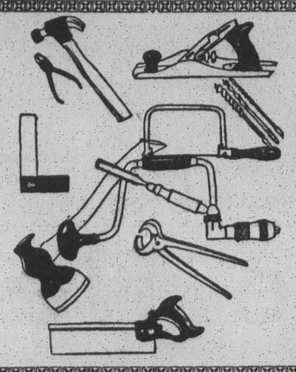
A continuous supply of hot water in summer as well as winter — supplied in such a way that no one is ever inconvenienced — is the service a GAS Water Heater renders for the modern household.

Commercial Department
San Diego Consolidated Gas and Electric Co.
935 Sixth
MAIN 64
Byllesby Engineering and Management Corporation



CECIL O. CARL
ELECTRICAL CONTRACTOR
5050 Newport Avenue
Phone, Point Loma 49.
Res. Phone Pt. Loma 36
Wiring—Fixtures—Motors
All work guaranteed
RADIO Outfits a Specialty
"If it's Electrical, see Cecil"

Get our prices on PAINT.
H. H. REID & SON
Paints, Hardware and Household Supplies
NEW MAIL BOXES
Just Arrived
STANLEY 4-SQUARE
HOUSEHOLD TOOLS
5050 Newport Avenue
Phone: Point Loma 49



MISSION BEACH
Bath-House
Now Under Construction
Costing $450,000
Is the First Unit in the Improvement of the
MISSION BEACH AMUSEMENT CENTRE
LOTS as low as $400 on the Easiest Terms ever made on Residential Beach Property
The increasing number of HOMES being built at MISSION BEACH attests the popularity of California's most desirable resort.
For further information call at *GENERAL SALES OFFICE*
101 Broadway or Tract Office, Mission Beach
Sales Agents: GEORGE L. BARNEY — T. A. RIFE

CAMPBELL CHEVROLET COMPANY
The Chevrolet Corner
STATE and B STS.
MAIN 777
Where Service Counts

CLASSIFIED ADS

ONLY A DIME A LINE
CASH TERMS
Rates, 10 cents per line, averaging 5 words to a line. No advertisement for less than 30 cents, all payable in Advance

FOR RENT—Completely furnished bedroom, with closet and kitchen, also bath; suitable for couple; very reasonable to permanent tenants only; no children. Apply 4945 Del Monte avenue.

WANTED—Work, day or hour. 4670 Santa Cruz ave. Phone Pt. Loma 327-M-K.

LOST—Gold fraternity pin, pearl border, with Greek letters "Omega Beta." Phone Hillcrest 3022-J.

FOR SALE—$20 Boy's Wool Tweed Suit; 12 to 14 yrs.. only $5. Phone 662-78.

LADY WANTS child to room and board close to school; terms reasonable. License number 5091. Address P. O. Box 669, Ocean Beach.

LITERARY

UNFAMILIAR QUOTATIONS"

A collection by Emma Erwin Cooley of prose and verse from twentieth century authors of many countries, under the title of "Unfamiliar Quotations," is prettily described and most kindly reviewed by Winifred Davidson in a neat little brochure containing letter excerpts and comments concerning the gifted author and her uniquely valuable work.

A paragraphic gem from Mrs. Davidson's pen says: "Never before has any such book been compiled. Here the whole thought of the world has been caught and spread, like a perfectly focussed panoramic photograph, before the world's eyes."

Ocean Theatre

DON'T FORGET TOBY'S GREAT COUNTRY STORE ON FRIDAY NIGHT

Besides a special film feature and a good comedy, patrons of the Ocean Theatre get an extra worth-while thrill every Friday night in holding the lucky numbers for prizes in the famous country stores conducted by the ever-entertaining Toby. The great "Telephone Girl" series will be continued next Sunday night with William Russell in "Times Have Changed" as the chief attraction, and on Saturday night "The Dawn of Tomorrow" will be shown with local laughs added. A remarkably big special has been booked for the mid-week feature with good comedy always.

Religious News

* * *

CHRISTIAN SCIENCE SOCIETY
1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

FIRST BAPTIST CHURCH OF OCEAN BEACH
DeFoe Street at Santa Monica Ave
E. HERBERT HAYDEN, D. D., Pastor

Sunday—Worship and preaching at 11 a. m. and 7:30 p. m. Bible school at 9:45 a. m. Young People Union at 6:30 p. m.

Wednesday — Mid-week meeting for praise, prayer and conference at 7:30 p. m. All are invited to these meetings.

Dr. Hayden is back from his vacation spent in the Sequoia National Park and the giant forest. All regular services will be held on Sunday. Dr. Hayden will preach morning and evening. Suitable music at both services.

UNION CONGREGATIONAL CHURCH
(Corner Defoe Street and Santa Monica Avenue)
Rev. Frederic J. Stoetzel, Pastor

Sunday School at 9:45 a. m.
Morning worship at 11 o'clock.
Evening service at 7:30 o'clock.

CATHOLIC CHURCH
Cor. DeFoe St. and Saratoga Ave.
Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30; Evening service, 7:30; Sunday school, 9:30 a. m.

Week Days—Service at 8:00 a. m.

At Roseville, Sundays—Service at 10:30 a. m.; Sunday school 11:30 a. m.

TRINITY MISSION EPISCOPAL
Sutcliffe Bldg., 1955 Abbott Street
REV. ARTHUR C. DODD, IN CHARGE

Sunday school at 9:45 a. m.
Morning service at 11.

THE OLD SILVER DOLLAR
WE ALL LOVE SO WELL

(Clipped and Contributed)

"How dear to our heart is the old silver dollar, when some kind subscriber presents it to view; the liberty head without necktie or collar, and all the strange things which to us seem so new; the widespreading eagle, the arrows below it, the stars and the words with the strange things they tell; the coin of our fathers, we're glad that we knew it, for some time or other 'twill come in right well; the spread-eagle dollar, the star-spangled dollar, the old silver dollar we all love so well."

COURTS TO RULE ON LA FOLLETTE'S NAME FOR ELECTION BALLOT

California's higher courts must decide if the names of La Follette presidential electors will appear on the ballots in the November election. The district attorney's office in San Diego has ruled that they are not entitled to places on the official ballot. Later the district attorney conferred with Attorney General U. S. Webb at Sacramento, and that official was inclined to believe that petitions nominating presidential electors should be received and the names printed on the ballots.

Attorney General Webb advised the San Diego officials, however, that a test case is being prepared in Marin county which will be taken at once to the higher courts and a ruling obtained. County officials throughout the state will await that ruling before acting on the various petitions to be presented.

Picture Frames. FROIDE'S, opp. P. O.

AT THE GRADE

By M. M. Stuart.

This past week there have been with us Mrs. Maria Gastel and her two children of Honduras. The children are to attend the Bishop school at La Jolla. She has expressed herself as delighted with our remote seashore village, with its simple pleasures and freedom, and intends to remain here some time.

Mr. and Mrs. Beverly Cox, of Phoenix, Arizona, are spending a week here, accompanied by their sister, Mrs. Nichols, of Los Angeles, their two nieces, Mrs. Gladys Leonard and Mrs. Myrtle Codrick; also Miss Capriola Codrick and Mr. Charles Kleber. In the procession from the north arrived Miss Madeline Anderson and Miss B. Erickson, motoring from Redlands for the weekend.

Some from our midst went fluttering elsewhere in the pursuit of pleasure. Among them Mr. Charles G. Booth, who is spending a short vacation with friends in Los Angeles. Mr. H. W. Fawcett and his family motored up on Monday for a few days of sightseeing, returning on Saturday evening accompanied by their aunt, Mrs. A. Gillmore. Also went Mr. R. M. Smyth and family, they also returning on Saturday, and once again taking wing on Sunday for their home in El Centro.

Mr. Carlisle Shepard was the guest at dinner of Mr. Jesse Patton on Monday evening, for the past four or five years connected with the San Diego hotel. Both are from the same home town in Missouri.

For eleven years a resident of Ocean Beach, Mrs. A. B. Gregory has now gone to Los Angeles to visit friends, and will later go east to New Jersey to visit relatives.

Mr. Claude Walbreck, formerly a resident of Ocean Beach, is making an extensive tour through northern California by motor, accompanied by his wife and mother-in-law.

BOND ISSUE FOR UPKEEP OF INSTITUTIONS REFERRED TO VOTERS

Voters of San Diego county will be asked by the board of supervisors to vote $372,000 in bonds for permanent improvements and upkeep of the county general hospital, the Vauclain home for tubercular patients, the detention home and Edgemoor farm for the aged indigent.

The measure will be put on the ballot for the November election, thereby saving the county the expense of having a special election.

Additional facilities for the county institutions are an urgent necessity, the supervisors declare, and the expense of the permanent improvements could not be included in the tax budget.

PLANNING HOMES FOR MANY THOUSANDS IN SOUTHERN CALIFORNIA

Twenty-five thousand small homes for southern California.

That is the number of new dwellings predicted for construction throughout the southland during the fall, winter and early spring months of next year by officials of the United Bonded Contractors association of southern California, which claims that the outlook for prosperity in the building industry in this territory is very promising. Nearly 100 builders are affiliated with the organization, which has received the indorsement of many of the older construction organizations and bonding houses.

THE NEWPORT SHOPPE THE NEWPORT SHOPPE THE NEWPORT SHOPPE

PRICE-WRECKING September Clearance SALE NOW ON!

We simply must reduce our stock, and are offering you New Fall and Winter Merchandise at prices you must acknowledge are especially low. Don't let yourself be fooled thinking this is only an advertising scheme. When we offer goods at bargain prices that is what you are going to get. We are here to stay and cannot afford to lose your confidence by telling you we have something we have not got. Come in and satisfy yourself. Look this list over and decide for yourself. Are they bargains or not.

SALE TO BEGIN SATURDAY, SEPT. 6, AT SUNRISE

ALL GOODS SOLD DURING THIS SALE TO BE STRICTLY CASH

We absolutely will not carry any swimming suit over and, are offering them all at cost, and some for less than cost.

All wool Swim Easy suits, $4.50 and $5.00 values to go for—
$2.98

Heavy all wool $5.50 Swim Easy suits for—
$3.98

A few Jantze suits to go at **cost price.**

Children's all wool suits for—
$1.98

Cotton Suits in black and gray, $2.25 suit to go for
$1.39

BATHING CAPS

25c Caps for **14¢**
50c Caps for **29¢**
Heavy $1.25 Caps **69¢**
$1.00 Caps for **59¢**
75c Caps for **45¢**
A good Bathing Belt **19¢**
$1.00 Bathing Shoes **65¢**
65c Bathing Shoes **39¢**
A lot of children's Rompers, all colors and sizes, $1.50 value for **99¢**

Here is one for you to remember—
All $1.50 and $1.75 Aprons for **99¢**

All $2.00, $2.25 and $2.50 House Dresses for **$1.69**

Girls Slip-over, cuff bottom. A $3.95 value for—
$2.89

BLANKETS

$5.00 Indian Blankets, 64x72 for—
$3.69

A Real Esmond Blanket, 64x78 for—
$3.99

Beautiful Plaid Blankets in assorted colors, 64x76, $4.00 blanket for—
$2.98

A good staple blanket, 60x76; regular $3.25 blanket for—
$2.69

A beautiful plaid wool nap Blanket, 66x80. Regular $5.50 blanket for—
$4.29

Ladies' Men's and Children's Sweaters at prices you will not believe possible

Children's Sweaters, beautifully designed styles and colors; $4.00 values for—
$2.95

We have numbers in children's Sweaters in odd lots to be sold at cost.

Ladies' Silk and Wool Knit Suits—
$22.00 value for **$15.75**
$17.00 value for **$13.50**

Men's Sweater Coats, all wool, $6.50 value **$5.25**

Men's Sweater Coats, brown and tan, $3.00 value for **$2.29**

Women's Sweaters, 70 per cent wool, $4.50 value for
$3.45

Girls' Wool Pull-over Sweaters, $4.00 value for
$2.95

Men's $5.00 Sweater Coats, brushed wool, for—
$3.95

Girls' Wool Pull-over Sweaters, $4.50 value for
$3.49

Children's $2.00 Sweaters for—
$1.49

A number of Ladies' Brushed Wool Scarfs in beautiful combinations of colors from—
$2.95 to **$4.50**

Men's 2-piece, medium weight Underwear for—
69¢

Men's Big Yank Work Shirts for—
98¢

Men's Arrow Shirts without collar; $2.00 shirts—
$1.69

Arrow Collars, 2 for—
35¢

Men's Hosiery, all on sale at prices you will realize are bargains.

Men's Athletic Union Suits—
$1.50 Sealpax for **$1.29**
$1.00 Topkis for **89¢**

Don't Overlook This One

A 4½ lb. Comforter, double carded, all new cotton. 72x84. A $4.00 value for—
$2.98

Men's Pajamas, heavy outing flannel, $2.50 value, for—
$1.95

Hurry and get in on this one. Men's $2.50 and $3.00 Caps for—
$1.39

Men's Soft Shirts, English broadcloth, a $3.00 value Blue, Gray, Tan, for—
$1.95

Men's $2.00 Night Shirts for—
$1.69

Men's and Boys' Dungerees—
$1.69 and **$1.89**

Carpenter's union made Overalls—
$1.95

Children's Overalls and Coveralls, reduced according to size.

If you need shoes you will find it to your advantage to buy while this sale is in action. The price will be made to guarantee you a saving.

Also a fine assortment of Ladies', Children's, and Men's Bedroom Slippers at bargain prices.

Children's Nazrath Waist Union Suits for—
90¢

Boys' Winter weight Union Suits, $1.35 and $1.50 value for—
99¢

Ladies' $1.50 Winter weight Union Suits—
$1.29

Ladies' $1.25 Winter weight Union Suits—
98¢

Misses' Winter Union Suits—
95¢

YARD GOODS—DON'T OVERLOOK THESE PRICES THEY ARE SURE MONEY SAVERS

50c Plain Summer Voils for **35¢**
65c Voile, dotted and assorted patterns, at **39¢**
65c Ratine Voile Sun Fast for **39¢**
Dress Linen, beautiful plain colors, best grade **79¢**
Beautiful dress patterns in Ratine and Printed Crepe, $1.35 and $1.50 values to go for **89¢**
75c Lingette, all colors, for yd. **48¢**
50c Soisette, white and tan, for **39¢**
60c colored, 36-inch Indian Head **39¢**
60c Tissue Gingham; a bargain, **45¢**
$1.25 Terry Cloth, beautiful designs for **89¢**
$1.25 Pongee Silk for **95¢**
75c ABC Silk to go for **59¢**
75c Organdies, all colors, to go for **59¢**
50c Black and White Sateen for **40¢**
35c Kalburnie Gingham, plain and checked, 32-inch, guaranteed fast color. Don't forget this item. You cannot go wrong on this buy, yard **25¢**
Here is another live one. 27-inch Chambray, blue, pink, green and tan for only, yard **7¢**

ABOUT LADIES' SILK HOSE

We cannot list the prices here we have in silk hose, but you will find them on display and priced at our store where you can see the quality and be the judge. Don't fail to look them over. You cannot afford to miss this opportunity.
Children's Half Sox, 35c value **25¢**
Also some for **19¢**
All children's 3-quarter hose and full length hose at bargain prices.

A large assortment of stamped embroidery patterns, new designs to be sold at the lowest possible prices.

Ladies' Brassieres, Teddies, Bloomers, Skirts and Petticoats on display at reduced prices.
Oil Cloth Table Covers, pink, blue and green, for **69¢**
Stork Baby Pants, 35c value **25¢**
Jiffy Baby Pants, 50c value **45¢**
Large size, 65c value, for **49¢**
Dr. Denton's Sleeping Garments, 10 per cent discount; all sizes.
60c Straw Hats for **39¢**

27-inch Gingham in plaids and checks for only **15¢**
Plesse Crepe, plain and flowered, 35c value for **25¢**
White Dotted Swiss, 50c value **29¢**
Indian Linen, 35c value for **23¢**
45c Khaki Cloth to go for **35¢**
Here is one you will not believe. A blue dotted Lawn(25c value for, yard **11¢**
300 yards Creton, very attractive colors and patterns for, yard **23¢**
Jap Crepe, white, light blue, navy blue and pink and red for **19¢**
36-inch Percale for **21¢**
36-inch Light and Dark Percales for **17¢**
36-inch Romber Cloth, 30c value **21¢**
36-inch Shalle, 25c value, for **18¢**
A very fine assortment of Curtain Scrim in colors, flowered and plain and white, 25c value **19¢**
42-inch Pillow Tubing, 60c value yard for **45¢**
Canton Flannel, a 30c value for, yard **21¢**
36-inch Outing Flannel, 30c value **23¢**
Daisy Cloth, best Amoskeag, 36-inch, for **29¢**

SPECIAL

Don't forget we have a large assortment of all kinds of Towels at greatly reduced prices. See them priced and displayed at our store.

All Novelties, Notions, Barrettes, Beads, Combs, Bracelets, Perfumes, Earrings, Pocket Books, Vanity Cases, Toys, etc. to be sold at money saving prices.

Toilet Paper, 3 rolls for **20¢**

ATTENTION LADIES

We have a fine lot of Ladies' Collars and Cuff Sets, Lace Collars, Veils and Vestees to be sold at prices you cannot find elsewhere.
Ladies' Perforated White Kid Belts, 75c value, for **49¢**
Patent Leather and Colored Belts from **19¢** to **49¢**

Many articles on sale that are not listed here but you will find displayed and priced extremely low.

All goods sold for cash and not to be exchanged.

Men's Summer Union Suits, long legs, short sleeves, for—
89¢

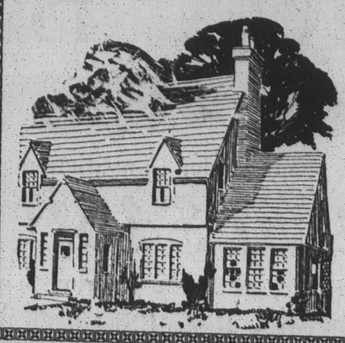
Don't Miss This One
Those Famous Tiger Brand Khaki Pants, $3.00 value, for—
$2.29

Men's $1.50 Shirts in white, gray and tan, union made, for—
$1.16

The Newport Shoppe
5005 Newport Avenue - - Ocean Beach, Calif.

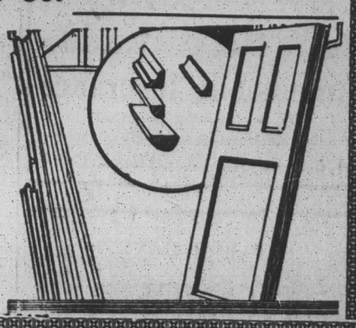
MISSION BEACH GARAGE
3779 Mission Boulevard, Mission Beach
MAXWELL--SERVICE--*CHRYSLER* Phone, P. B. 542
TOW CAR [Day and Night] REPAIR SERVICE

DAILY TRIPS TO SAN DIEGO AND POINT LOMA
REID TRANSFER
1885 Bacon Street. FREIGHT JOBBING Ocean Beach
BAGGAGE MOVING
Residence Phone Point Loma 125-J
STORAGE
Office Phone Point Loma 136
FEED, FUEL and HARDWARE



GEO. FINLEY
* * *
BUILDING CONTRACTOR
Best Workmanship
Satisfactory Service
Estimates Furnished
4845 NARRAGANSETT AVE.
Phone Point Loma 103 W.

Ocean Beach Lumber Co. W. H. RABSAHL, Manager
Phone, Pt. Loma 40-J
LUMBER, SHINGLES, LATHS
LIME, CEMENT, NAILS
ROOFING MATERIAL, WALL BOARD
Office, Yard and Mill
MUIR AVE. and EBERS ST., O.B.
Lumber Estimates Cheerfully Given



SHIRTS *To Order*
CURTAINS AND DRAPERIES
Cutting and Making
Sheets, Slips, Towels and Table Linens
PHONE MAIN 4711-J
MISS M. CHARLES
1152 Ninth Street, San Diego



The Maine Garage I C E
5040 Newport Avenue
Ocean Beach, Calif.
PHONE POINT LOMA 382
Branch Depot UNION **ICE** Company I C E

Dancing Every Night and Sunday Afternoon--Except Monday
BENBOUGH'S
OCEAN BEACH DANCE PAVILION

YES! *WE CAN DO all kinds of* **PRINTING**